Staff Memorandum

To	Mayor A. Nuttall and Members of Council
Subject	Digital Resident Waterfront Parking Permit Extension
Date	April 8, 2026
Ward	All
From	B. Forsyth, Director of Transit and Parking
Executive Member Approval	R. James-Reid, General Manager of Access Barrie
CAO Approval	M. Prowse, Chief Administrative Officer

The purpose of the Memorandum is to provide members of Council the plan to extend the resident Digital Waterfront Parking Permit expiry date from December 31, 2026, to December 31, 2028. As this is a cost neutral change it falls within staff's delegated authority, however staff wanted to share this with Council at this time, should Council wish to provide staff with other direction.

On March 28, 2022, City Council adopted motion 22-G-056 regarding the Waterfront Parking Permit to transition to a digital permit, with the plan to move away from the previous physical hangtag program by December 31, 2023.

All digital resident permits issued since 2022, and currently being issued in 2026, are set to expire on December 31, 2026. Having all permits expire on the same date allowed City staff to improve communications efforts, reduce public confusion, provide greater efficiency for administration, and improve the customer experience for those that registered.

Since launching the Digital Waterfront Parking Permit, staff have validated 66,000 residential permits. Residents can register for their permit online through the Hotspot App, or in person at Service Barrie or one of the City's Recreation Centres. Approximately 70% of the permits issued to date have been processed through the online validation system in the Hotspot App.

Justification for extension is due in part to the current successful implementation of the program, but also to align with the Parking Strategy update and the Hotspot Parking App renewal dates (Dec 31/28). As approved as part of the 2026 Business Plan, the City is undertaking a Parking Strategy update. The Strategy will guide the planning, management, modernization, and long-term sustainability of the City's municipal paid parking system, supporting Barrie's growth, economic development, mobility goals, and evolving transportation needs. As part of this project, the current permitting programs will be reviewed, including public engagement and peer reviews, with potential updates and recommendations to be brought forward to Council for consideration in 2027. In the event there are changes to the program, by extending the permits to December 31, 2028 and aligning with the Hotspot Parking App renewal dates, it should limit confusion while continuing to improve resident satisfaction with the program.

Appendix:

Not Applicable

Memo Author:

Scott Fraser, Parking Operations Supervisor, Transit and Parking Strategy

File #:

Not Applicable

Pending #:

Not Applicable